

We claim:

1. A beverage container, comprising a container body, and a source of luminescence associated with said container body for emitting light.
2. The beverage container according to claim 1, wherein said source of luminescence is a coating disposed on said container body.
3. The beverage container according to claim 1, wherein said container body is formed of a body material, and said source of luminescence is a luminescent pigment disposed in said body material.
4. The beverage container according to claim 1, further comprising indicia associated with said container body, said source of luminescence being disposed in said indicia.
5. The beverage container according to claim 4, wherein said indicia is lettering or graphics and said source of luminescence is a pigment in ink forming said lettering or graphics.
6. The beverage container according to claim 4, wherein said container body is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a

pigment in ink forming said lettering or graphics and disposed within said body material.

7. The beverage container according to claim 4, wherein said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed on said body.

8. The beverage container according to claim 1, wherein said container body is formed of plastic.

9. The beverage container according to claim 1, wherein said container body is formed of glass.

10. The beverage container according to claim 1, wherein said container body is formed of paper.

11. The beverage container according to claim 1, wherein said container body is formed of metal.

12. The beverage container according to claim 1, which further comprises a label disposed on said container body, said label containing indicia having said source of luminescence.

13. The beverage container according to claim 12, wherein said indicia is lettering or graphics and said source of luminescence is a pigment in ink forming said lettering or graphics.

14. The beverage container according to claim 12, wherein said label is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed within said body material.

15. The beverage container according to claim 12, wherein said label is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed on said body material.

16. The beverage container according to claim 12, wherein said label is an adhesive label.

17. The beverage container according to claim 1, further comprising a sleeve disposed on said container body for maintaining a temperature of contents of said container body, said sleeve containing indicia having said source of luminescence.

18. The beverage container according to claim 17, wherein said indicia is lettering or graphics and said source of luminescence is a pigment in ink forming said lettering or graphics.

19. The beverage container according to claim 17, wherein said sleeve is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed within said body material.

20. The beverage container according to claim 17, wherein said sleeve is formed of a body material, said indicia is lettering or graphics, and said source of luminescence is a pigment in ink forming said lettering or graphics and disposed on said body material.

21. The beverage container according to claim 17, wherein said sleeve is formed of plastic.

22. The beverage container according to claim 17, wherein said sleeve is formed of rubber.